2027

Partnership Opportunities



Build better business with BOMA. Where every connection drives growth.

BOMA Greater Minneapolis is a leading trade association representing commercial real estate interests across Minneapolis and its suburbs. With over 700 members managing 115 million square feet of real estate, our network includes decision-makers from office, medical, industrial, retail, and mixed-use properties. Sponsors and advertisers gain direct access to industry leaders who collectively spend over $360 million annually on building operations. Partner with BOMA to showcase your products and services to the professionals shaping Minnesota's commercial real estate landscape.

BOMA
GREATER MINNEAPOLIS

Why partner with BOMA?

Partnering with BOMA Greater Minneapolis allows you to play a vital role in making our impactful events happen. Without the support of our sponsors, our networking and education events wouldn't be possible. Your sponsorship ensures that we continue to provide an environment where networking and collaboration can thrive. By partnering with us, you help create the platform that brings together the professionals who shape the future of commercial real estate in Greater Minneapolis.

Thank you for supporting BOMA Greater Minneapolis & the larger CRE industry.



Our stats...

700+
BOMA Members

200+
Member Companies

150+
Member Buildings

80 - 200
In-person Monthly Participants

New: Ad. & Sponsorship Packages

Choose the perfect package to accelerate your business & gain exposure with one simple click.

Purchase Here



Essential

Smart entry package for members ready to get gain exposure.

- 1 Event Sponsorship
- 1 Basic Industry Insights
- 2 Basic ConnectEd

$1225 /month

Standard

A stronger package built for awareness and interaction growth.

- 1 Event Sponsorship
- 1 Enhanced Industry Insights
- 2 Basic ConnectEd
- 1 Web Banner

$2100

Premium

Top-tier exposure for brands that want to lead the spotlight.

- 2 Enhanced E-Journal Plcmt
- 2 Email Blast Banners
- 3 Event Sponsorships
- 1 Web Banner

$3000

Overview

Advertising

- **Website**
  - Banner
  - Year-long Logo
- **Industry Insights**
  - Basic
  - Enhanced
  - Full Page
  - Centerfold
- **ConnectEd Logo**
  - Basic
  - Banner
- **Membership Directory**
  - Full Page (B&W)
  - Cardstock Full Page
  - Tab Divider Full Page
  - Cover

Sponsorships

- **Monthly Events**
- **Quarterly Events**
- **Annual Events**
  - Golf Tournament
  - Scholarship Rocks
  - Building Expo
  - Holiday Party

Click Here to Purchase!





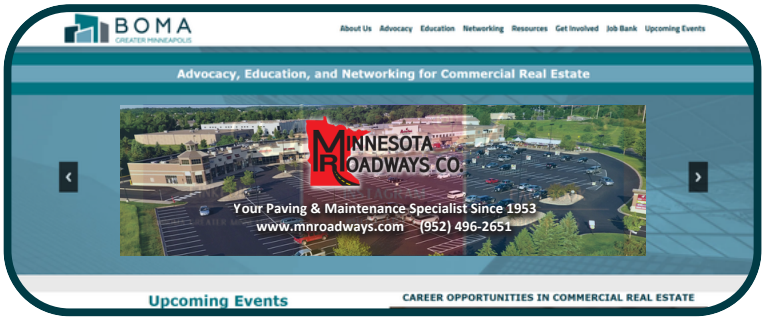


Website Advertising

Homepage Banner (Monthly)

Your banner promoting your business products and/or services will be displayed on our home screen scrolling web banner for one month. NOW ACCEPTING .GIF

$400

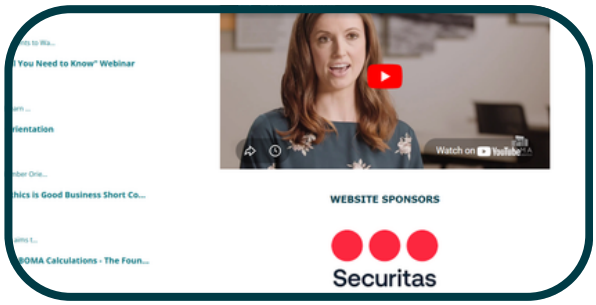


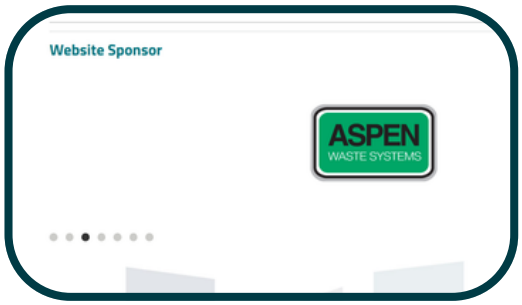
Specs: 960 x 300 px in .pdf, .jpeg, .png, OR .gif. We can design for you, just inquire.

Year-long Website Logo

Your company's logo is shown in the sponsor sidebar on the homepage and in the sponsor section at the bottom of all sub-pages of BOMA's website for one year.

$500





Effectiveness

2,500+ page views per month

BOMA members are **more likely** to purchase services from member vendors than non-member vendors

Our website is the membership hub for all updates, events, resources

Industry Insights

Basic Logo $275

Your company's hyperlinked logo is displayed within the bi-monthly electronic newsletter. Your hyperlinked logo is present in the sponsor thanks.

Specs: Any full color high res. logo in .png or .jpeg


15 INDUSTRY INSIGHTS

Cont. from pg. 14.

STREAMLINING THE RESERVATION PROCESS

To further alleviate the struggles associated with conference room scheduling, building management must streamline the reservation process for tenants. Laborious booking systems can lead to frustration and missed opportunities for collaboration. An efficient reservation system should be user-friendly and accessible, allowing tenants to easily reserve space for meetings without unnecessary hurdles.

Implementing an online booking platform could greatly simplify the process. Such a system would enable tenants to view available spaces in real-time, select the ideal time for their meetings, and receive instant confirmations. Additionally, integrating mobile applications can provide added convenience, allowing users to manage reservations on-the-go. By automating and optimizing the reservation process, building management can significantly enhance tenant experience, increase utilization rates of the available spaces, and encourage collaboration among building occupants.

THE ROLE OF COMMUNITY MANAGERS IN FULFILLING TENANT NEEDS

As the landscape of commercial office buildings evolves, community managers have emerged as invaluable assets to property management teams. These professionals are not just responsible for overseeing building operations; they play a critical role in fostering community engagement and ensuring that tenants' needs are met, particularly regarding meeting space availability.

Community managers are often tasked with gathering feedback from tenants regarding their preferences for communal spaces. Their insights can drive strategic decisions, such as reallocating space to create additional meeting areas or enhancing existing amenities to better serve collective needs.

Moreover, by organizing tenant-focused events and activities, community managers can facilitatenetworking and collaboration among varied organizations within the building, ultimately reinforcing the sense of community.

CONCLUSION: RETHINKING MEETING SPACES FOR THE FUTURE

The evolving dynamics of office space usage prompt commercial buildings to rethink their approach to meeting spaces. As reliance on building amenities grows, property managers must get creative with their existing resources while streamlining processes to support tenants effectively. Offering versatile spaces, optimizing the reservation process, and leveraging the expertise of community managers are all essential strategies in addressing the conference room void that has emerged in modern work environments.

Ultimately, as businesses continue to navigate the complexities of hybrid work models, buildings that prioritize flexibility and community engagement will stand out. The future might very well witness a trend where more properties relinquish portions of their rentable spaces to introduce essential meeting venues and cooperative amenities, creating an environment where tenants feel supported and empowered to collaborate efficiently.

ASPEN WASTE SYSTEMS


BOMA Greater Minneapolis 12

HAVE YOU DONE SURVEYS AT ANY BUILDINGS TO HELP CURATE YOUR INVENTORY? HAS IT BEEN SUCCESSFUL IN REDUCING WASTE?
Yes, surveys are great they help you get a general view of what people want to see and at some of our locations we have a website where we have customers that e-mail us and say, "have you guys ever thought of doing this?" Well, some suggestions are really good ones. Some are not cost effective that you know you can't do.

HAVE YOU NOTICED ANY IMPROVEMENTS IN THE PAST YEAR?
We have noticed the sales that are starting to go up a little bit more in the buildings this year. So we know people are starting to come back a little more. Mondays are slower and Fridays are really nothing.
A lot of other companies like us we've met over the years are all struggling the same way. It's not as busy, but our busiest thing right now is the catering. Catering has really started to pick up and I think it's because companies are trying to entice their employees to come back to work, so they are supplying meals for them.

I WAS CURIOUS ABOUT HIRING TOO. HAS THAT BEEN A STRUGGLE FOR YOU GUYS?
No, we don't have a lot of turnover. I mean, we want to be picky because we strive for good customer service and we want to give the best quality products we can. We have to make sure that our employees are keeping them good quality products. For example, we roast our own Turkey. We have to make sure that they would never cook a dry bird.

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Kraft Mechanical is a contractor that provides customers with a wide range of services:
- Plumbing
- Pipefitting
- Building Automation
- Boilers & Chillers
- Design Build
- Sheetmetal Fabrication & Installation
- Medical Gas Piping
- 24/7 HVAC Emergency Service

CONTACT KRAFT MECHANICAL TODAY TO LEARN MORE.

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$350 Enhanced Advertisement

Your ad is displayed within the bi-monthly electronic newsletter hyperlinked to your choice of a webpage. Your hyperlinked logo is present in the sponsor thanks.

Specs: *300x500 px OR 500x300 px; high res. file in .png, .jpeg, or .gif*

Effectiveness

Sent directly to **700+** members

50% Open Rate (30 pts. above avg.)

Bi-monthly news publication. Each publication runs twice

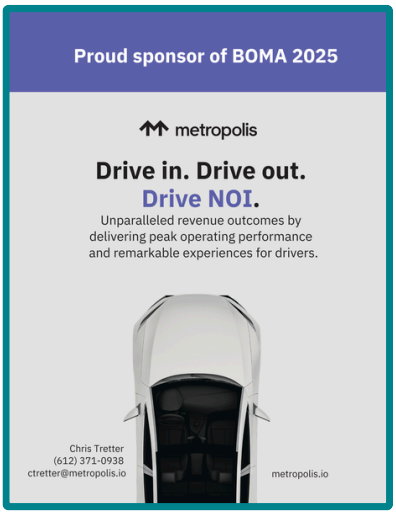
SEE FULL ARCHIVED INDUSTRY INSIGHTS PUBLICATION HERE

Industry Insights

Full Page Advert $500

Provide a full page (8.5”x11”) ad hyperlinked to your choice of webpage. Your hyperlinked logo in the sponsor thanks.

Specs: *8.5" x 11" high res. pdf or .gif*





$1200 Full Spread Advert

You will provide an educational, relevant article OR full color hyperlinked ad to be featured in one of the bi-monthly industry insights. Your hyperlinked logo in the sponsor thanks.

Specs: *17" x 11" high res. pdf or .gif*

Effectiveness

Sent directly to **700+** members

50% Open Rate (30 pts. above avg.)

Bi-monthly news publication. Each publication runs twice

SEE FULL ARCHIVED INDUSTRY INSIGHTS PUBLICATION HERE

ConnectEd Advertising

Logo Advertising

Your hyperlinked logo will be displayed at the top of one ConnectEd communication of your choice (ConnectEd's sent weekly).

$225



Specs: *Any full color high res. logo in .png or .jpeg*

Banner Advertisement

Your hyperlinked banner will be displayed at the top of one ConnectEd communication of your choice (ConnectEd's sent weekly).

$350



Specs: *960 x 300 px; high res. file in .png, .jpeg, or .gif*

Effectiveness

47% open rate, (above industry avg.)

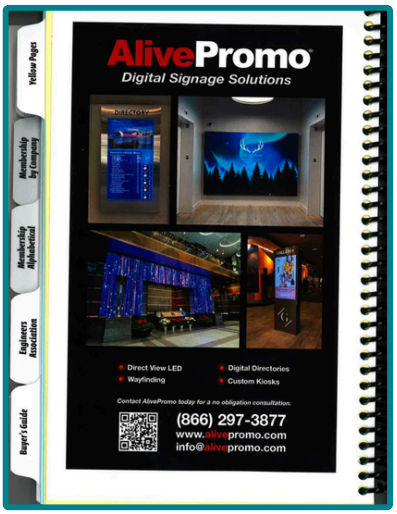
Weekly e-mailing - main source for info regarding upcoming events

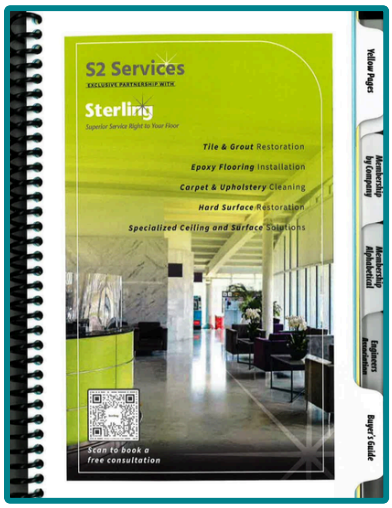
BOMA members are more likely to purchase services from member vendors than non-member vendors

Membership Directory

Cover (Full page) $1,124

With priority placement, your feature advertisement is sure to be seen by every viewer who opens the book!





$756 Tab Divider (Full page)

This heavy weight tab divider guarantees visibility as readers flip to your advert as they navigate the directory. Capture attention with full color!

Effectiveness

700+ members receive FREE!

Used as reference point throughout the **entire year**

Standout with a print advertisement

Membership Directory

Cardstock (Full page, full color) $717

Premium heavy-weight paper ensures frequent exposure as members browse the directory.





$672 Full Page B&W

Promote your business & convey a message with a full page advertisement

Effectiveness

700+ members receive FREE!

Used as reference point throughout the **entire year**

Standout with a print advertisement

Monthly Sponsorships

General Session $400

Reach property managers & building engineers involved in decision-making. Attendance for these meetings averages 60-80 people. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*

Engineer's Session $350

Reach the building engineers involved in decision-making about the operations for their properties. Attendance for these meetings averages 30-40 people. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*





Quarterly Sponsorships

Emerging Leader's Council (ELC) $300

The Emerging Leaders Council plans quarterly philanthropic mixer events throughout the year. The events may be a donation drive or student based event. Average attendance between 20-40 people. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*

Medical Session $400

Our Medical Building education sessions are a great way to get to know property managers in this unique section of our industry. Medical building events are held 3 times a year. Attendance for these meetings averages 50-70. (Limit to 2 sponsors per event)

- Optional table at check-in *as space allows*
- Free event registration
- Logo (hyperlinked) displayed on event registration
- Logo (hyperlinked) displayed under all pre-event communications- sent AT LEAST weekly
- Logo displayed on slideshow (if present) during check-in/before session start
- Logo displayed on table tents throughout the meeting space *Not applicable to tours*





Annual Events

Golf Tournament

Tee Sponsorship (Premium - $630/General - $505)
Host a tee with a booth & meet the golfers
Lunch Sponsorship - $650
Bring a company branded canopy and adding your company logo (stickers) to the boxed lunches.
Evening Event Sponsorship - $650
Have on stage signage, verbal recognition, & share in prize distribution to members.
Beverage Sponsorship - $425
Your logo will be prominently displayed on the drink ticket
Course Photo Sponsorship - $500
Get a chance to run the course taking photos of golfers
Snack Cart Sponsorship - $500
Decorate the snack cart with your company branding & hand out snacks to golfers
Survivor Ball - $300
Each foursome receives your logo golf ball. The ball is rotated between all players in the foursome. All logo balls that survive the course are returned for a chance to win prizes.
Driving Range - $350
Have signage at the driving range and visit with golfers while they warm up.







Annual Events

Golf Tournament

Tee Sponsor (Premium - $630/General - $505)
Host a tee with a booth & meet golfers
Lunch Sponsorship - $650
Man the lunch booth & brand at your discretion.
Evening Event Sponsorship - $650
On-stage signage, verbal recognition, & distribute prizes to golfers.
Beverage Sponsorship - $425
Your logo displayed on drink tickets.
Course Photo Sponsorship - $500
Travel course & take photos/meet golfers.
Snack Cart Sponsorship - $500
Drive snack cart & deliver snacks. Branding at company discretion.
Survivor Ball - $300
Provide neon ball for foursome competition. Branding at company discretion.
Driving Range - $350
Signage at the driving range.
Golf Cart - $400
Signage on all attendee golf carts.
Green - $200
Logo'd signage on the green.
Golf Ball - $300
Your logo'd balls provided to all players.
Valet Cart Service - $500
Shuttle golfers from parkign to check-in. Add your signage to the cart.
Bloody Mary/Mimosa Bar - $500
Host a Bloody Mary Bar at check-in.
Popcorn Stand - $500
Satisfy the golfers hunger with your own popcorn stand.
Bottle Putt - $400
Host a bottle putt competition on the practice green. Branding at your discretion.
Hole in One - $400
Golfers get a chance to hit a hole-in-one and win a cash prize covered by the hole-in-one insurance you purchase.







Annual Events

Building Expo

Purchase a Booth - (12' - $695 / 8' - $525)
All associate and professional members may purchase a booth. This is a great way to network with our members. (Typical attendance is 400)

Expo Sponsor - $400
Have your logo displayed at event check-in & lunch area. In addition, you hyperlinked logo will be displayed on pre-event promotion & event registration.

Bag Sponsor - $350
Have your company logo on the bag attendees receive as they enter the expo. (Bag is provided by sponsor). Have your logo displayed at event check-in. In addition, you hyperlinked logo will be displayed on pre-event promotion & event registration.

Sponsor an Ed. Session - $400/$350
Have a booth at session check-in and catch attendee goers before they even enter the expo space. Receive the typical regular session sponsorship package.







Annual Events

Holiday Party

Santa (Host) Sponsor - $5,000

- Social Media Recognition
- Article OR ad in Industry Insights
- Hyperlinked logo on event page
- Sponsor thanks at Nov. general
- Hyperlinked logo in Connect Ed.
- Hyperlinked logo in single sends
- Logo'd signage at event check-in
- Your logo on venue screens
- Your logo displayed on napkins
- Your logo on all name badges

Rudolph (Bev.) Sponsor - $2,500

- Social Media Recognition
- Article OR ad in Industry Insights
- Hyperlinked logo on event page
- Sponsor thanks at Nov. general
- Hyperlinked logo in Connect Ed.
- Hyperlinked logo in single sends
- Sponsor signage at bar
- Sponsor logo on all drink tickets
- Your logo on venue screens
- Sponsor logo on all name badges

Yukon Cornelius (Photobooth) Sponsor - $1,000

- Social Media Recognition
- Article OR ad in Industry Insights
- Hyperlinked logo on event page
- Sponsor thanks at Nov. general
- Hyperlinked logo in Connect Ed.
- Hyperlinked logo in single sends
- Sponsor signage at photobooth
- Your logo on venue screens
- Sponsor logo on all name badges







BOMA
GREATER MINNEAPOLIS

Thank You

for your consideration in supporting BOMA Greater Minneapolis provide stellar networking, education, & advocacy efforts to our membership. You are a vital part of our membership & we value your contributions.



Click Here to Purchase!

Questions?

Contact Kat@bomampls.org